



TBWA\HAKUHODO Inc.  
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March 30, 2010

## Miki Matsui to become Chief Creative Officer effective April 1st

TBWA\HAKUHODO (headquarters: Minato-ku, Tokyo; Ichiro Zama, President & CEO) will appoint Miki Matsui as Chief Creative Officer (CCO) effective April 1, 2010.

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Miki Matsui, TBWA\HAKUHODO's new CCO, joined Hakuhodo in 1986.

Matsui worked as a CM planner on the accounts of leading home appliance makers, beverage companies, and food companies, among others, receiving various prominent domestic awards for many of his efforts.

Matsui assumed the Nissan account in earnest in 1986. Beginning with the "Memories, not objects" a tagline copy for Serena, he produced many unforgettable, much-discussed campaigns, including "Cube. My room." for Cube and, more recently, "Fuel-efficient Heidi" for Note.

Matsui was appointed Executive Creative Director in 2006 when TBWA\HAKUHODO was established, the position he currently holds.

As CCO, Matsui will be responsible for integrating and managing creative work for all TBWA\HAKUHODO client accounts.

Minoru Fujii, the current CCO of TBWA\HAKUHODO, will become General Manager of the 3rd Creative Division of Hakuhodo, from which he had been seconded.

### Appointment of new Chief Creative Officer (CCO)

Miki Matsui

(Current position) Creative C Matsui Team TL, Hakuhodo,  
and Executive Creative Director, TBWA\HAKUHODO

(New position) Chief Creative Officer and General Manager of Creative  
and Planning Division, TBWA\HAKUHODO

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